

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination	
		10/696,295	MORRISROE ET AL.	
Examiner		Art Unit	3622	Page 1 of 2
Yehdega Retta				

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	DoubleClick in view of Macromedia Flash Advanced for Windows an Macintosh: Visual QuickPro Guide by Russell Chun May 8, 2002 first edition
	V	Yahoo! Flash Banner Standards for Designers.
	W	Macromedia/Adobe Flash Trafficking Guide (DFA).
	X	How to target variables in a Flash Player 5 movie, http://kbe.adobe.com/cps/140/tn_14087_html (6 of 6)

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Notice of References Cited		Application/Control No.	Applicant(s)/Patent Under Reexamination	
		10/696,295	MORRISROE ET AL.	
		Examiner	Art Unit	Page 2 of 2
		Yehdega Retta	3622	

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Macromedia Flash Trafficking Guide.
	V	Flash Ads on Yahoo!
	W	Macromedia Unveils Macromedia Flash MX, Press Room 2002 Press Releases; March 4, 2002.
	X	Rich Media Advertising Resource Center; Tracking Macromedia Flash (SWF) Movies, Ad.

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.